

## VIEWER PROFILE



### TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX\*:

Power Elite	150 or 50% more likely to watch (than the general population)
Booming With Confidence	155 or 55% more likely to watch
Golden Year Guardians	130 or 30% more likely to watch



### GENDER

Male:	61%
Female:	39%



### HOME OWNERSHIP

Own Home:	72%
Rent:	26%



### HOUSEHOLD INCOME

\$100K+:	33%
\$75K - \$99,999:	15%
\$50K - \$74,999:	16%
\$30K - \$49,999:	21%



### AGE

18 - 34:	17%
35 - 54:	29%
55+:	54%



### EDUCATION

Graduated College:	35%
Some College:	33%



### PRESENCE OF CHILDREN

1+ Child in HH:	25%
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### MARITAL STATUS

Single (Never Married):	25%
Married:	54%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: CNBC. \*Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

## FEATURED PROGRAMS

- The Profit
- Listing Impossible
- The Deed
- Jay Leno's Garage
- American Greed
- Secret Lives of the Super Rich
- BYOB: Be Your Own Boss
- Five Day Biz Fix
- Power Lunch

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



CNBC is the leading global brand in business news and analysis, providing real-time financial market coverage in more than 100 countries. As the recognized world leader in Business News, CNBC empowers viewers with real-time actionable insights that has the power to move markets.

## VIEWER PROFILE for their DIGITAL PROPERTY



### AGE:

18 – 34:	25%
35 – 64:	58%
65+:	147%



### GENDER

Male:	61%
Female:	39%



### HOUSEHOLD INCOME

\$25K – \$99,999:	6%
\$40K–\$74,999:	24%
\$75K+	66%



### CHILDREN

1 or more in HH:	35%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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